

## **Amendments to the Claims:**

*This listing of claims will replace all prior versions, and listings, of claims in the application:*

1. (Currently Amended) A computer-implemented method comprising:

receiving one or more customer vehicle attributes from two or more computer systems selected from the group consisting of: a service appointment system, a dealer management system, a marketing offer system, an accessory system, a vehicle inspection system, a follow-up system, and a concern resolution system;

storing the one or more customer vehicle attributes into a data warehouse;

integrating the one or more customer vehicle attributes on a VIN-specific level across the two or more computer systems to obtain one or more VIN-specific customer vehicle attributes; and

facilitating management of a relationship between a customer and a service or product provider based on the one or more VIN-specific customer vehicle attributes, wherein one of the two or more computer systems is the marketing offer system, and further comprising the marketing offer system transmitting generating and transmitting advertising materials regarding customer vehicle personalization and vehicle accessories based on the one or more VIN-specific customer vehicle attributes.

2. (Original) The method of claim 1 wherein the relationship is an after vehicle sales delivery relationship.

3. (Original) The method of claim 2 wherein the one or more customer vehicle attributes are selected from the group consisting of: basic core customer data, vehicle data, financial data, service history data, accessory purchase history data, demographic data, attitudinal data, and loyalty data.

4. (Previously Presented) The method of claim 3 further comprising tracking the one or more VIN-specific customer vehicle attributes.

5. (Original) The method of claim 1 wherein the service or product provider includes a dealer and/or an original equipment manufacturer (OEM).

6. (Previously Presented) The method of claim 5 further comprising communicating or broadcasting a portion of the one or more VIN-specific customer vehicle attributes to the customer.

7. (Original) The method of claim 6 wherein the communicating or broadcasting step is conducted by the OEM or the dealer.

8. (Original) The method of claim 6 wherein the communicating or broadcasting step is conducted by the OEM and the dealer.

9. (Previously Presented) The method of claim 3 further comprising generating a report based on the one or more VIN-specific customer vehicle attributes, wherein at least a portion of the report is communicated to the customer.

10. (Previously Presented) The method of claim 1 wherein the marketing offer computer system includes functionality for providing a plurality of fulfillment options.

11. (Previously Presented) The method of claim 6 further comprising formatting or packaging at least a portion of the one or more VIN-specific customer vehicle attributes prior to communicating or broadcasting the portion of the one or more VIN-specific customer vehicle attributes to the customer.

12. (Previously Presented) The method of claim 1 wherein the data warehouse includes a mainframe computer system.

13. (Previously Presented) The method of claim 1 wherein one of the two or more computer systems is the service appointment system, and further comprising the service

appointment system scheduling service appointments based on the one or more VIN-specific customer vehicle attributes.

14. Cancelled.

15. (Original) The method of claim 1 wherein the accessory system is capable of processing accessory purchases and installations.

16. (Previously Presented) The method of claim 6 wherein the portion of the one or more VIN-specific customer vehicle attributes is communicated through a telephone.

17. (Previously Presented) The method of claim 6 wherein the portion of the one or more VIN-specific customer vehicle attributes is communicated through the Internet.

18. (Previously Presented) The method of claim 17 wherein the portion of the one or more VIN-specific customer vehicle attributes is communicated through an e-mail via the Internet.

19. (Previously Presented) The method of claim 1 wherein the one or more VIN-specific customer vehicle attributes is used to facilitate marketing of one or more events.

20. (Previously Presented) The method of claim 1 further comprising dealerizing the one or more VIN-specific customer vehicle attributes.

21. (Previously Presented) The method of claim 1 further comprising duplicating the one or more VIN-specific customer vehicle attributes.

22. (Previously Presented) The method of claim 1 further comprising cleansing the one or more VIN-specific customer vehicle attributes.

23. (Previously Presented) The method of claim 1 further comprising merging and purging the one or more VIN-specific customer vehicle attributes.

24. (Previously Presented) The method of claim 1 further comprising conducting a national change of address analysis on the one or more VIN-specific customer vehicle attributes.

25. (Cancelled)

26. (Currently Amended) A computer-implemented system comprising:

two or more computer systems selected from the group consisting of: a service appointment system, a dealer management system, a marketing offer system, an accessory system, a vehicle inspection system, a follow-up system, and a concern resolution system, wherein the two or more computer systems are capable of storing and transmitting one or more customer vehicle attributes;

a data warehouse coupled to the two or more computer systems for storing the one or more customer vehicle attributes; and

a retrieval module coupled to the data warehouse for retrieving the one or more customer vehicle attributes stored in the data warehouse based upon an electronic request, integrating the one or more customer vehicle attributes on a VIN-specific level across the two or more computer systems to obtain one or more VIN-specific customer vehicle attributes, and facilitating management of a relationship between a customer and a service or product provider based on the one or more VIN-specific customer vehicle attributes, wherein one of the two or more computer systems is the marketing offer system, and further comprising the marketing offer system transmitting generating and transmitting advertising materials regarding customer vehicle personalization and vehicle accessories based on the one or more VIN-specific customer vehicle attributes.

27. (Original) The system of claim 26 wherein the relationship is an after vehicle sales relationship.

28. (Currently Amended) A computer-implemented apparatus comprising:

means for receiving one or more customer vehicle attributes from two or more computer systems selected from the group consisting of: a service appointment system, a dealer management system, a marketing offer system, an accessory system, a vehicle inspection system, a follow-up system, and a concern resolution system;

means for storing the one or more customer vehicle attributes into a data warehouse; and

means for integrating the one or more customer vehicle attributes on a VIN-specific level across the two or more computer systems to obtain one or more VIN-specific customer vehicle attributes, and facilitating management of a relationship between a customer and a service or product provider based on the one or more VIN-specific customer vehicle attributes, wherein one of the two or more computer systems is the marketing offer system, and further comprising the marketing offer system transmitting generating and transmitting advertising materials regarding customer vehicle personalization and vehicle accessories based on the one or more VIN-specific customer vehicle attributes.

29. (Original) The apparatus of claim 28 wherein the relationship is an after vehicle sales relationship.